

Message Text

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ACTION COME-00

INFO OCT-01 EA-02 ISO-00 EB-02 /005 W

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R 260852Z AUG 74

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 4145

UNCLAS TOKYO 11042

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: IN-STORE PROMOTIONS / JAPAN

REF: (A) STATE 183119; (B) OSAKA KOBE 691:

(C) TOKYO 10788; (D) TOKYO 7747

1. EMBASSY APPRECIATES DEPT.'S APPROVAL OF INCLUSION
MARUI-IMAI IN FY '75 IN-STORE PROMOTION PROGRAM
AND LOOKS UPON THIS AS FIRST STEP IN EXPANSION
OF IN-STORE PROGRAM BEYOND TOKYO-OSAKA
METROPLITAN AREAS.

2. HOWEVER, EMBASSY DOES NOT RPT NOT CONCUR WITH
DEPT.'S ALLOCATION OF FY '75 IN-STORE PROMOTION
FUNDS PROPOSED IN REF. (A). DEPT.'S PROPOSAL
CONSTITUTES A REDUCTION IN FUNDS PREVIOUSLY
PROMISED TO MATSUZAKAYA AND DAIMARU WITH DEPT.'S
KNOWLEDGE. (STATE 145399 OF JULY 5, 1974)

3. OSAKA KOBE PROPOSED ALLOCATION OF FUNDS IN
REF. (B), WITH WHICH EMBASSY AGREED IN REF. (C).
WE REQUEST DEPT.'S CONCURRENCE IN THIS ALLOCATION.

4. DEPT. WAS NOTIFIED IN REF. (D) THAT TOKYU
CANCELLED PARTICIPATION IN FY '75 PROGRAM.
SUBJECT STORE SHOULD BE MATSUZAKAYA.

5. EMBASSY AGAIN REQUESTS FISCAL DATA AND BUDGET
AUTHORIZATION SO CONTRACTS CAN BE PREPARED.

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Message Attributes

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Decaption Note:
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Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Event:
Disposition History: n/a
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